

# **THE RESEARCH AND DEVELOPMENT FOR BRIGHT FUTURE OF FASHION DESIGN IN INDIA: AN OVERVIEW**

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## **ABSTRACT**

*Fashion Design in India has matured over the years and is booming. India has always had a rich culture and a well-developed craft tradition. The rituals, practices and festivals are all design manifestations, with a profound purpose behind them. These traditions and crafts provide a wonderful backdrop and inspiration towards looking at and understanding modern design. Changing styles of clothes give a boost to the Indian textiles and fashion industry. India's heritage in exotic fabric design, costumes and handicrafts has significantly added to the existing potential for more creative approach to growth in the field of fashion. The scope of fashion design is not limited to designing outfits; it covers a wider area of design which also consists of jewelry, footwear, accessories, luggage, etc. Since the fashion industry is an ever-expanding sector, its growth is the evidence that the industry is here to stay.*

**Keywords:** Apparel industry, Design, Fashion, Textile, craft

## **I. INTRODUCTION**

Fashion Design education in India is a valuable asset, which must be nurtured so it can go from strength to greater strength. We need a sufficient number of designers to drive the industry and to devise solutions to face up to challenges such as sustainability, smart cities, clean India, and effectively delivering public services. We also need the methods of design education to inform the pedagogies of other faculties of learning.

Opting for a career in fashion designing is a highly popular choice amongst people worldwide. It is one of the most rewarding career opportunities universally, including India. The industry is tough, challenging, and competitive, and it has a very dynamic nature in the sense that what may be fashion today can become obsolete tomorrow, what is obsolete tomorrow can make a comeback day after. With such thrill and competition, the scope and opportunities in the field of fashion designing is always expanding. The most common areas of job opportunity for fashion designing professionals are fashion designing, research, and production of garments and textiles designing.

Fashion designing include creation of innovative designs for clothes and accessories to meet the styling needs of people with the change in latest trend. This falls under the fashion research section. The scope of fashion design is not limited to designing outfits; it covers a wider area of design which also consists of jewelry, footwear, accessories, luggage, etc. Since the fashion industry is an ever-expanding sector, its growth is the evidence that the industry is here to stay.

## **II. INDIA's DEVELOPMENT - THE ROLE OF TEXTILE INDUSTRY**

The textile and apparel industry can be broadly divided into two segments - yarn and fibre, and processed fabrics and apparel. India accounts for ~14 per cent of the world's production of textile fibres and yarns (largest producer of jute, second largest producer of silk and cotton, and third largest in cellulosic fibre). India has the highest loom capacity (including hand looms) with 63 per cent of the world's market share.

The domestic textile and apparel industry in India is estimated to reach US\$ 141 billion by 2021 from US\$ 67 billion in 2014. Increased penetration of organised retail, favourable demographics, and rising income levels are likely to drive demand for textiles. India is the world's second largest exporter of textiles and clothing.

Textile and apparel exports from India are expected to increase to US\$ 82 billion by 2021. Readymade garments remain the largest contributor to total textile and apparel exports from India, contributing 40 per cent to total textile and apparel exports. Cotton and man-made textiles were the other major contributors with shares of 31 per cent and 16 per cent, respectively.

Rising government focus and favorable policies is leading to growth in the textiles and clothing industry. The Ministry of Textiles is encouraging investments through increasing focus on schemes such as Technology Upgradation Fund Scheme (TUFS). To promote apparel exports, 12 locations have been approved by the government to set up apparel parks for exports. As per the 12th Five Year Plan, the Government plans to provide a budgetary support of US\$ 4.25 billion to textiles. Free trade with ASEAN countries and proposed agreement with European Union will also help boost exports.

## **III. THE GROWTH & PROSPECT OF APPAREL & TEXTILE INDUSTRY IN INDIA.**

Indians are recognized all over the world for their sense of fashion; the fashion statement is not only limited to celebrities but applies for the common masses as well. For the garment industry in India, industrialisation has proved to be a blessing. Complying with the changing tastes of people and evolving market trends, the garment manufacturers in India are continuously striving to be innovative. India is engaged in heavy export of garments to the international markets.

According to a study conducted by the Confederation of Indian Industry (CII) and McKinsey & Company, India is expected to witness a seven-fold increase in its exports over the next decade. One of the sectors to be benefited is the apparel sector. The garment industry in India is completely self-dependent; right from manufacturing of fibre to finished garments, everything is done in the country itself. Factors such as ‘buyers are in town’ and ‘a heavy booking season’ affect garment exporting businesses in India. Buyers in town hints at the demand of the garment segment among people and a heavy booking season implies the peak time for shopping apparels and garments. With the early signs of recovery from the recessionary pressures, international fashion chains are queuing up to India.

Indian garment manufacturers and exporters are adept at guessing ‘what’s in’ and ‘what’s out’, when it comes to garments. New sources of raw materials, designs and ideas go into the manufacture of readymade garments that help in increasing sales and maintaining a sense of uniqueness. India has already made a name for itself as far as manufacturing of readymade garments is concerned. There are some factors that go into the Indian garment industry’s favour such as cost-effective procurement of raw materials, inexpensive skilled labour and quick adjustment to the kind of apparels that have potential to sell. Indian readymade garment industries rely on the aforementioned factors for growth prospects in future.

However, the garment industry in India faces stiff competition from countries such as Bangladesh, China and Vietnam. There is a pressure on the Indian garment industries to produce finished garments at lower costs to survive the cut-throat competition. Today, around 45% of the total textile exports in India account for ready-made garments. There are various international brands which source readymade garments from the Indian markets.

The future of the garment industry in India does not look bleak; on the contrary it is quite promising. The Indian garment industry alone provides employment to thousands of people, a high percentage among who are young women. Therefore, the significance of the Indian garment industry cannot be ruled out when it comes to employment generation and foreign exchange generation. The growth in the garment industry will boost the growth of Indian economy.

At present, India is being considered as the next pioneer country in the readymade garment export business. It is noticed that foreign buyers are keen on dealing with Indian garment exporters. In the face of such demand, Indian garment manufacturers and exporters constantly have to maintain high quality in finished products and continuously provide variations in style and design to attract the attention of prospective buyers.

#### **IV.THE FUTURE PROSPECTS OF FASHION DESIGN EDUCATION IN INDIA**

Successful fashion designers have been known to live in a aura of glamour and blitz, which has drawn the young generation towards it. This sector has always been known to be inclined towards the students who have a knack for

creativity. Although these designers need a wide array of skills which includes drawing, conceptualizing, defining color and blends of textures, there is a technical aspect to it that needs to be undertaken via professional courses.

Over the years there has been a slew of fashion designing college in India as the country has opened its gates towards globalization. Gone are those days when this sector was perceived as a thing for the elite. Nowadays fashion and accessories is a thing of daily lives. This is due to the penetration of this sector as a viable career. It is often said that fashion designers need to develop the skills needed to succeed at a very young age, but with technical expertise at your helm via study programs you can easily make a mark in this industry. There are many premier institutes that have come up across the country. Some of the most proficient designing institutes are situated in Delhi. It is vital to understand that these courses give a base platform to the students to expand their horizons and enhance their creative skills in fashion industry. Moreover they also allow for global exposure which is highly important for students. With many fashion conclaves happening in India and premier fashion shows also being held, the future prospects are highly optimistic for students. Those enrolled in various programs can opt for one to three years study course in accordance to their choice.

These institutes have also played a large role in defining the whole platform for students. In the recent past it has been seen that often institutes tie up with big brands or even fashion shows to showcase the talents among their students. This is considered to be best practice as it allows students to have a firsthand view of the nitty-gritty associated with this industry. There are basically two parts associated with the overall programs which are subdivided into different semesters. Each and every semester corresponds to its own virtue enabling students to attain proficiency. While the creative part of the program is highly vital the management skills that are developed are also necessary. They not only help the students to build skills but also enable them to have open prospect for the future. It has been seen time and again that most of the students undertaking PG diploma in fashion designing go on to start their own brand in this field. In order to make it successful financially, you need to have ample management skills which can only come after going through management study programs in fashion designing. The courses range from retail management to clothing merchandize. The future prospect for students looking for a career in this sector is highly optimistic and the exposure given by institutes has also helped students make a name for them.

## **V. THE DEVELOPMENT OF DIGITAL CLOTHING TECHNOLOGY**

Computer-aided design (CAD) has brought a revolution in the textile industry. Garment and fashion designing companies face significant challenges to remain competitive in today's industry, including supplying innovative collections at the right price, controlling margins, designing personalized garments, enhancing brand image, building customer loyalty and expanding business horizons. These challenges by combining its CAD/CAM and 3D technologies with Internet tools to provide optimal data communication capabilities, as well as a complete suite of fully scalable solutions for meeting all requirements, from collection design to visual merchandising through production.

Today, with the introduction of CAD and its many software capabilities, the possibilities are endless. The entire process of designing a fabric is revolutionized. Where previously designers used to labor over graph paper and stencils, now they simply have to play with a mouse or stylus pen to come out with innovative designs. And the result is not only an increase in speed, but greater accuracy than the manual process. It is no wonder that even small-scale textile design and manufacturing companies are using CAD systems. Computers are changing the way designers all over the world are working.

For textile designers, CAD has become more or less indispensable. Years ago the process of fabric design was extremely tedious. A fabric first had to be visualized, and then the arduous process of rendering would take place. The hand produced sample swatch would be time-consuming and therefore expensive. If any changes were necessary, even minute changes, a whole new swatch would have to be rendered.

### **TYPES OF CAD USED IN TEXTILE DESIGN & FASHION**

1. Woven Textiles: - Woven textile is used by designers and merchandisers for fabrics for home furnishing and men-women-children wear. In woven most fabrics' methods whether yarn dyed, plain weaves, jacquards or dobbies can be designed.
2. Knitted fabrics: - in knitted fabrics it is used to make the knitted fabric designs. For viewing knitted designs on the screen with indication of all stitch formation.
3. Printed fabrics: - the process use of CAD to design development and manipulation of motif. The motif can then be resized, recolor, rotated or multiplied depending on the designer's goal. It is also used to matching textures, weave structures, colour to screen colour to print colour.
4. Sketch pad systems: -these are graphic programmes that allow the designer to use pen or stylus on electronic pad or tablet thereby creating freehand images which are then stored in the computer. The end product is no different from those sketches made on paper with pencil. They have additional advantages of improvement and manipulation.
5. Texture mapping: -CAD helps here to allow visualization of the fabric on the human body. Here this process can drape fabric over a forming a realistic way. Here each section is outlined from seam line to seam line.
6. Embroidery systems: - for this special CAD software are used. Designers can create their embroidery design or motif straight on the computer or can work with scanned images of existing designs.
7. Apparel industry and computers: - digitizers put original patterns into the computer for use and storage. In this basic patterns can be manipulated with the help of a computer, for example in case of trousers, darts can be moved, pleats can be created or flair can be introduced. This way new design can be created on screen from pre-existing patterns

CAD offers solutions dedicated to the textile market that not only decrease product time-to-market, but also improve communication efforts between design and production stages. Specifically, companies can reduce the need for physical fabric samples, and with electronic communication between fabric design software and production tools (weaving and knitting looms, textile printers), textile producers can achieve a more efficient industrial process and seamless communication with end-consumers.

## **VI.DEVELOPMENT OF SUSTAINABLE DESIGN IN CLOTHING**

Environmental protection clothing design has become a powerful trend, in order to meet people's physiological needs of health and hygiene and sustainable psychological needs. This feature is what we must grasp in the fashion design. Environmental Apparel Design needs eco-friendly materials. From the point of view of Textile Ecology, ecofriendly material itself is not contaminated and won't cause pollution to the environment in the process of production. What has been abandoned and lost value can be recycled. It is not only harmless to human body, but also is friendly to environment and beneficial to humans. No wonder, green natural fiber and green regenerated fiber have been used in the environmental clothing. Ecological organic cotton, bamboo fiber, color natural silk, soybean fiber, milk fiber, corn fiber and Model have been widely used in life. At the same time, human have injected the traditional fibers into high-tech. Some new synthetic materials emerge at a historic moment which has the environment protection and corresponds with consumption needs. These new materials make up the shortcomings of the traditional green fiber in function and make the clothing more comfortable, breathable and functional.

## **VII. CONCLUSION**

The Indian Fashion industry alone provides employment to thousands of people, a high percentage among who are young women. Therefore, the significance of the Indian garment industry cannot be ruled out when it comes to employment generation and foreign exchange generation. The growth in the garment industry will boost the growth of Indian economy.

At present, India is being considered as the next pioneer country in the readymade garment export business. It is noticed that foreign buyers are keen on dealing with Indian garment exporters. In the face of such demand, Indian garment manufacturers and exporters constantly have to maintain high quality in finished products and continuously provide variations in style and design to attract the attention of prospective buyers. Today, with the introduction of CAD and its many software capabilities, the possibilities are endless. And the result is not only an increase in speed, but greater accuracy than the manual process. It is no wonder that even small-scale textile design and manufacturing companies are using CAD systems. Computers are changing the way designers all over the world are working. The purpose of the fashion design is not only the pursuit of fashion and aesthetic. It is a multi-disciplinary comprehensive design art. With the help of science and technology we are entering into a new era which leads Industry to new levels of growth.

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